



IN THE UNITED STATES PATENT AND //-/STADEMARK OFFICE

Applicants: WALKER et al.

Customer No.: 22927

Application No.: 09/602,948

Filed: June 26, 2000

For: SHOPPER INFORMATION

SYSTEM WITH PEER INPUT

NOV 1 2 2003

GROUP 3600

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Examiner: Thein, Maria Teresa T.

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AMENDMENT and RESPONSE to the

NON - FINAL OFFICE ACTION
mailed May 07, 2003 (paper no. 5)

Attorney Docket No. 00-045

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CERTIFICATE OF TRANSMISSION / MAILING

I hereby certify that this correspondence is being facsimile transmitted to the United States Patent and Trademark Office OR deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, PAO. Box 1450 Alexandra VA 22313-1450.

Dated: October 31, 2003 By:

Veronika S. Leliever

Mail stop: Amendment Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Dear Examiner:

In response to the Non-Final Office Action mailed on May 07, 2003 (Paper No. 5), please enter the following amendments and consider the following remarks in the above-identified application.